



The only menthol packed to start fresh ...stay fresh.

We created a menthol cigarette so rich, so fresh tasting, we didn't want to lose any of that freshness.

So we designed a whole new kind of pack to capture that freshness—and keep it captured—up until the second you break the seal.

This new Raffles pack is double wrapped. Wrapped once, then wrapped again in foil. A pack within a pack to lock in freshness. To lock in flavor. To lock in menthol.

Try Raffles and be convinced. One puff will tell you...this is the freshest menthol you've ever smoked.

Exclusive "Fresh-Lock"
pack seals in the freshest
menthol flavor ever.

Absolutely positively menthol.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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1 mg. tar, 0.1 mg. nicotine av. per cigarette, by FTC method